

ABSTRACT OF THE DISCLOSURE

The art relates to information distribution service providing technology. The server system predicts the 5 distribution state of mobile information terminals in the future, based on the location information of mobile information terminals and change over time in the distribution state of service users (mobile information terminals) with a specific user characteristic in an 10 information distribution object area. Based on the prediction, the server system carries out information distribution. This makes it possible to improve information distribution efficiency.